

# T E N N E S S E E CAREERS<sup>®</sup>



## Career Cluster Guide

2008-2009

# Four Steps to Career Success

## About the Marketing, Sales & Service Career Cluster

Careers in the Marketing, Sales and Service Career Cluster encompass planning, managing, and performing marketing activities to reach organizational objectives.

# GET STARTED TODAY!

**1**

### **Assess Yourself**

Identify your strengths. Then compare them with job expectations in favorite fields.

**2**

### **Check the Labor Market**

See how a specific occupation fares in Tennessee. Turn to pages 4 and 5.

**3**

### **Find Schools and Educational Programs**

Find information on education, training, financial aid, and licensing. See pages 6 and 7.

**4**

### **Find Employers and Job Openings**

Check out the Web sites below or visit your local career centers to find out about opportunities in Tennessee.

## Free Online Resources to Explore Careers

Tennessee Career Information Delivery System (TCIDS): <http://tcids.tbr.edu/>

KUDER Tennessee College and Career Planning System prepared by edamerica:

<http://www.planningyourdreams.org/>

Tennessee Department of Labor and Workforce Development:

Education, wages, jobs and more: <http://www.sourcetn.org>

Youth pages: <http://state.tn.us/labor-wfd/youth>

Career Center locations: <http://www.state.tn.us/labor-wfd/cc/>

Tennessee Department of Education, Career and Technical Education: <http://www.tennessee.gov/education/cte/>

Online Tennessee Board of Regents ROCC Virtual Career Center: <http://careers.rodip.org/>

College for TN, powered by xap: <http://www.collegefortn.org/>



SECONDARY PROGRAMS OF STUDY*	Specific Occupations
<b>Marketing Management</b>	<ul style="list-style-type: none"> <li>• Advertising and Promotions Managers</li> <li>• First-Line Supervisors/Managers of Retail Sales Workers</li> <li>• First-Line Supervisors/Managers of Non-Retail Sales Workers</li> <li>• Marketing Managers</li> <li>• Sales Managers</li> </ul>
<b>Selling and Sales Management</b>	<ul style="list-style-type: none"> <li>• Advertising Sales Agents</li> <li>• Appraisers and Assessors of Real Estate</li> <li>• Floral Designers</li> <li>• Interior Designers</li> <li>• Merchandise Displayers and Window Trimmers</li> <li>• Models</li> <li>• Real Estate Brokers</li> <li>• Real Estate Sales Agents</li> <li>• Retail Salespersons</li> <li>• Sales Engineers</li> <li>• Sales Representatives, Services, All Others</li> <li>• Sales Representatives, Wholesale and Manufacturing</li> <li>• Wholesale and Retail Buyers, Except Farm Products</li> </ul>
<b>Merchandising</b>	<ul style="list-style-type: none"> <li>• Butchers and Meat Cutters</li> <li>• Cashiers</li> <li>• Counter and Rental Clerks</li> <li>• Demonstrators and Product Promoters</li> <li>• Door-to-Door Sales Workers, News and Street Vendors</li> <li>• Parking Lot Attendants</li> <li>• Parts Salespersons</li> <li>• Sales and Related Workers, All Others</li> <li>• Service Station Attendants</li> <li>• Stock Clerks and Order Fillers</li> <li>• Telemarketers</li> </ul>
<b>Marketing Communication</b>	<ul style="list-style-type: none"> <li>• Desktop Publishers</li> </ul>
<b>Marketing Research</b>	<ul style="list-style-type: none"> <li>• Market Research Analysts</li> </ul>
<b>Channel Management</b>	<ul style="list-style-type: none"> <li>• Couriers and Messengers</li> <li>• Driver/Sales Workers</li> <li>• Production, Planning, and Expediting Clerks</li> <li>• Shipping, Receiving, and Traffic Clerks</li> </ul>
<b>Financial Services Marketing</b>	<ul style="list-style-type: none"> <li>• Securities, Commodities, and Financial Services Sales Agents</li> <li>• Insurance Sales Agents</li> <li>• Personal Financial Advisors</li> </ul>

**Tennessee**  
**Programs of Study**  
[\\*http://pathways.tbr.edu](http://pathways.tbr.edu)

# Marketing, Sales & Service Jobs in Tennessee

Title	Basic Description	Projected Total 2014 Employment	
Source: See footnote #2.	Source: See footnote #2.	Source: See footnote #1.	
<b>First-Line Supervisors/Managers of Non-Retail Sales Workers</b>	Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties such as budgeting, accounting, and personnel work, in addition to supervisory duties.	<b>9,090</b>	
<b>First-Line Supervisors/Managers of Retail Sales Workers</b>	Directly supervise sales workers in a retail establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.	<b>36,980</b>	
<b>Insurance Sales Agents</b>	Sell life, property, casualty, health, automotive, or other types of insurance. May refer clients to independent brokers, work as an independent broker, or be employed by an insurance company.	<b>7,070</b>	
<b>Marketing Managers</b>	Determine demand for products and services, identify potential customers and competitors, develop pricing strategies, oversee product development, and monitor trends that indicate the need for new products and services.	<b>3,910</b>	
<b>Personal Financial Advisors</b>	Advise clients on financial plans utilizing knowledge of tax and investment strategies, securities, insurance, pension plans, real estate, and clients' financial status and objectives.	<b>1,690</b>	
<b>Sales Engineers</b>	Sell business goods or services, the selling of which requires a technical background equivalent to a baccalaureate degree in engineering.	<b>1,100</b>	
<b>Sales Managers</b>	Direct the distribution of a product or service by establishing sales territories, quotas, and training programs. Analyze statistics to determine sales potential and inventory requirements, and monitor customer preferences.	<b>10,340</b>	
<b>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</b>	Sell goods to businesses or groups of individuals. Requires substantial knowledge of items sold. An example would be knowledge of biology, engineering, chemistry, and electronics to sell technical and scientific products.	<b>25,200</b>	
<b>Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products</b>	All sales and related workers not listed separately.	<b>11,940</b>	
<b>Securities, Commodities, and Financial Services Sales Agents</b>	Buy and sell securities in investment and trading firms, or call on businesses and individuals to sell financial services. Advise customers about stocks, bonds, and market conditions, etc.	<b>4,450</b>	
<b>Wholesale and Retail Buyers, Except Farm Products</b>	Buy merchandise to sell to consumers at the wholesale or retail level. Analyze trends, sales records, price, and quality to determine value and yield. Select and order merchandise, and authorize payment. May conduct sales meetings.	<b>2,230</b>	

1. Estimated wage and employment data are from the Tennessee Department of Labor and Workforce Development, Employment Security Research and Statistics Division ([www.sourcetrn.org](http://www.sourcetrn.org)).

2. Job titles and common descriptions are from the Bureau of Labor Statistics, U.S. Department of Labor, Standard Occupational Classification System (<http://www.bls.gov/soc>).

# High Skill - High Wage - In Demand

Projected Number of New Jobs, 2004-2014	Annual Median Wage	Most Common Education/Training	Suggested Programs of Study	High Skill	High Wage	In Demand
Source: See footnote #1.		Source: See footnote #1.	See footnote #3.	Source: See footnote #1.		
40	\$60,881	Work experience in a related occupation	General Retailing and Wholesaling Operations and Skills, Other	●	●	●
2,080	\$31,264	Work experience in a related occupation	Food Products Retailing and Wholesaling Operations General; Retailing and Wholesaling Operations and Skills, Other; General Selling Skills and Sales Operations	●		●
100	\$35,851	Bachelor's Degree	Finance, General Insurance Marketing Operations	●	●	●
750	\$69,030	Work experience, plus Bachelor's Degree	Marketing Management and Research, Other	●	●	●
340	\$60,289	Bachelor's Degree	Finance, General	●	●	●
140	\$59,784	Bachelor's Degree	General Retailing and Wholesaling Operations and Skills, Other	●	●	
1,810	\$68,095	Work experience, plus Bachelor's Degree	Marketing Management and Research, Other	●	●	●
4,060	\$46,765	Moderate-term on-the-job training	Fashion Merchandising; General Retailing and Wholesaling Operations and Skills, Other; Marketing Operations/Marketing and Distribution, Other		●	●
2,390	\$60,217	Moderate-term on-the-job training	General Selling Skills and Sales Operations		●	●
1,350	\$71,422	Bachelor's Degree	Financial Services Marketing Operations	●	●	●
220	\$38,860	Work experience in a related occupation	Fashion Merchandising	●	●	●

3. The suggested programs of study are postsecondary programs.

For updated career information go to <http://www.sourcetn.org>.

# PROGRAMS OF STUDY

## TENNESSEE COLLEGES & UNIVERSITIES

### MARKETING, SALES & SERVICE MAJORS

East Tennessee State University  
www.etsu.edu

Middle Tennessee State University  
www.mtsu.edu

Pellissippi State Technical Community College  
www.pstcc.cc.tn.us

Tennessee Technological University  
www.tntech.edu

The University of Memphis  
www.memphis.edu

University of Tennessee at Knoxville  
www.utk.edu

University of Tennessee at Martin  
www.utm.edu

Finance, General

B

B

B

B

B

B

Marketing/Marketing Management,  
General

B

B

B

B

B

B

Sales, Distribution, and Marketing  
Operations, General

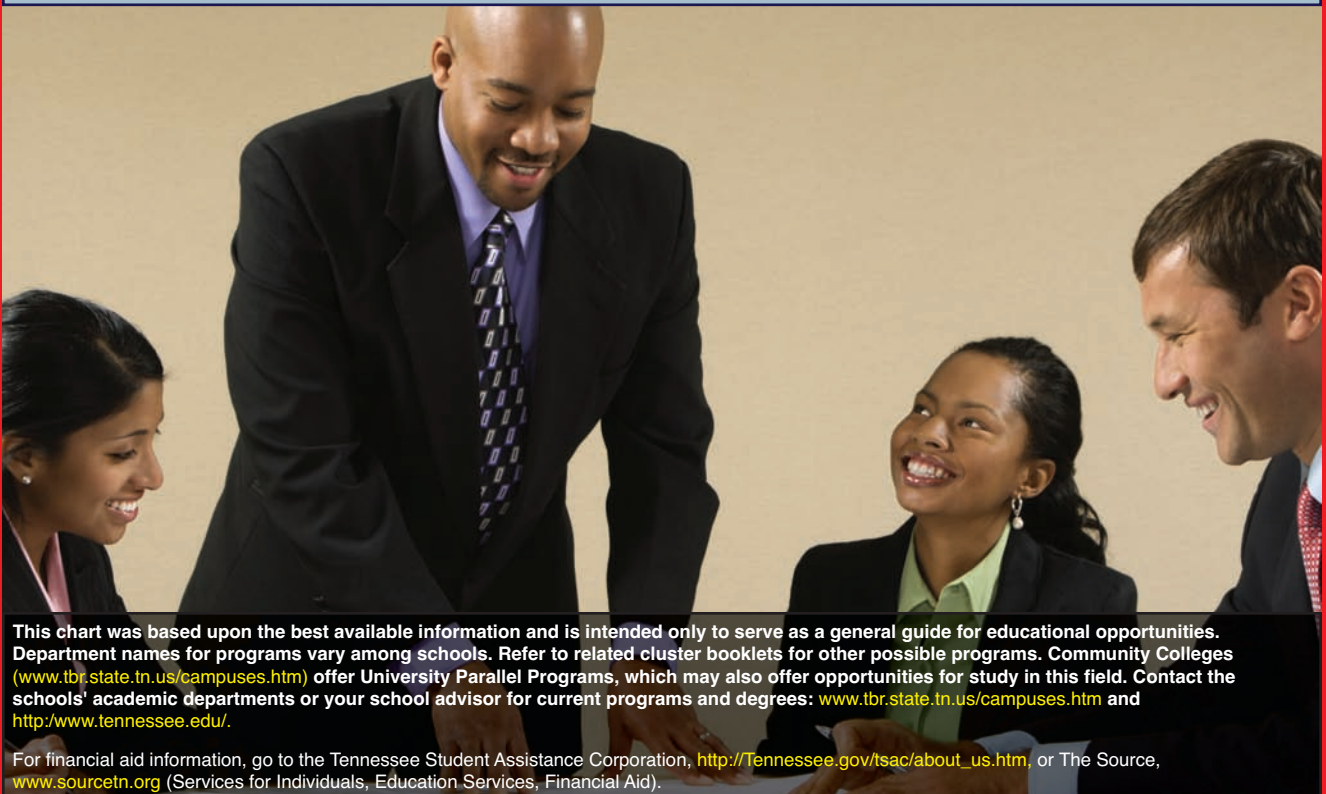
A

Selling Skills and Sales Operations

B

C = Postsecondary Awards/Certificates/Diplomas  
A = Associate Degree  
B = Bachelor's Degree

M = Master's Degree  
D = Doctoral Degree



This chart was based upon the best available information and is intended only to serve as a general guide for educational opportunities. Department names for programs vary among schools. Refer to related cluster booklets for other possible programs. Community Colleges ([www.tbr.state.tn.us/campuses.htm](http://www.tbr.state.tn.us/campuses.htm)) offer University Parallel Programs, which may also offer opportunities for study in this field. Contact the schools' academic departments or your school advisor for current programs and degrees: [www.tbr.state.tn.us/campuses.htm](http://www.tbr.state.tn.us/campuses.htm) and <http://www.tennessee.edu/>.

For financial aid information, go to the Tennessee Student Assistance Corporation, [http://Tennessee.gov/tsac/about\\_us.htm](http://Tennessee.gov/tsac/about_us.htm), or The Source, [www.sourcetn.org](http://www.sourcetn.org) (Services for Individuals, Education Services, Financial Aid).



# Tennessee Licensed Occupations

Job Titles and Licenses		Contacts
<b>First-Line Supervisors/Managers of Retail Sales Workers</b> <b>First-Line Supervisors/Managers of Non-Retail Sales Workers</b> <b>Sales Representatives, Services, Wholesale and Manufacturing</b> Liquid Petroleum Dealer		Permits and Licenses Section Division of Fire Prevention Department of Commerce and Insurance Davy Crockett Tower, 3rd Floor 500 James Robertson Pkwy. Nashville, TN 37243 (615) 532-5772
<b>Insurance Sales Agents</b> Accident and Health Insurance Agent; Life Insurance Agent; Property Insurance Agent		Agent Licensing Section Insurance Division Department of Commerce and Insurance Davy Crockett Tower, 4th Floor 500 James Robertson Pkwy Nashville, TN 37243 (615) 741-2693
<b>Retail Salespersons</b> Hearing Instrument Specialist		Council for Licensing Hearing Instrument Specialists Board of Communication Disorders and Sciences Division of Health Related Boards Department of Health 227 French Landing, Suite 300 Nashville, TN 37243 (615) 532-3202
<b>Sales Representatives, Services, All Others</b> Boxing Promoter		Boxing and Racing Commission Division of Regulatory Boards Department of Commerce and Insurance Davy Crockett Tower, 2nd Floor 500 James Robertson Pkwy. Nashville, TN 37243 (615) 741-2384
<b>Sales Representatives, Services, All Others</b> Pest Control Solicitor/Technician		Tennessee Pest Control Board Department of Agriculture P.O. Box 40627, Melrose Station Nashville, TN 37204 (615) 837-5512
<b>Telemarketers</b> <b>Door-To-Door Sales Workers, News and Street Vendors</b> Magazine Salesperson		Business Licensing Section County Clerk's Office of each county
<b>Sales and Related Workers, All Others</b> Auctioneer Apprentice Auctioneer		Auctioneer Commission Division of Regulatory Boards Department of Commerce and Insurance Davy Crockett Tower, 2nd Floor 500 James Robertson Pkwy. Nashville, TN 37243 (615) 741-3236
<b>Securities, Commodities, and Financial Services Sales Agents</b> Securities Agent		Securities Division Department of Commerce and Insurance Davy Crockett Tower, Suite 680 500 James Robertson Pkwy Nashville, TN 37243 (615) 741-3187

For more information on licensing requirements, go to the Tennessee Department of Commerce and Insurance, <http://www.tennessee.gov/commerce/>, and the Tennessee Department of Health, <http://health.state.tn.us/licensing.htm>.



# Discover your talents

Tennessee Career Information Delivery System (TCIDS): <http://tcids.tbr.edu/>  
The Source: <http://www.sourcetn.org>

## Notice

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**For more information on Career clusters:**  
<http://www.tennessee.gov/education/cte>

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Tennessee Department of Education  
710 James Robertson Parkway, 6th Floor  
Nashville, TN 37243-0383  
Tel. (615) 253-1550



**States' Career Clusters Initiative**  
[www.careerclusters.org](http://www.careerclusters.org)

